

COMM 3345: Strategic Media Planning Spring 2017, Tuesday/Thursday

INSTRUCTOR: JASMINE ROBERTS, M.A.

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OFFICE HOURS: MONDAYS/WEDNESDAYS 12:30 PM-2:30 PM OR SET UP AN APPOINTMENT ON CANVAS

COURSE DESCRIPTION:

This course introduces you to basic concepts, strategies, tactics and procedures of media planning. You will learn how to evaluate and decide where and when to buy and place advertisements to achieve your marketing, advertising and media objectives. We will also consider the challenges strategic communicators face in today's highly niched media market and increased consumer control.

The class models a soft, flipped classroom model. It is designed to be more "hands-on", rather than me talking at you hoping you are listening. Class time will include discussion on current news, interactive lectures, timed reading quizzes and lab time to work on your group project and complete in-class assignments. You are not permitted to leave early during lab time since it's your chance to get guidance on assignments.

Upon completion of the course, students should be able to understand the role of advertising and media planning in the strategic communication field. Students should also be able to critically evaluate and purchase media and understand the effects on the intended audience(s).

Course Objectives (a few objectives from Shah, 2006)

- Understand basic concepts, measures and information sources involved in media planning decisions.
- Critically evaluate the strengths and weaknesses of using various media to achieve advertising and marketing objectives such as social media, newspapers, magazines, television, radio, outdoor (ex: billboards), telephone, and the Internet.
- Be able to conduct thorough market research in order created targeted messages.
- Understand the calculation of audience ratings, media share, reach and frequency and gross rating points.
- Enhance your ability to strategically analyze market, use media and influence targeted audiences and consumers.
- Apply strategic media planning and buying techniques to a semester-long advertising campaign project

REQUIRED TEXT AND MATERIALS:

- Sissors, J. Z. & Baron, R. B (2010). Advertising media planning (7 th ed). New York, NY: McGraw-Hill
- Supplemental readings provided on Canvas

COURSE ASSIGNMENTS

#	Assignment	Points	Length	Due Date
1	<i>Group Media Planning Project (40%)</i> <ul style="list-style-type: none"> Step 1: market situation & competitive analysis Step 2: media objectives & target audience analysis Step 3: media selection and strategy Step 4: flowchart and budget Step 5: final plan/presentation (including steps 1-4) 	200 points total 30 20 30 20 50 (plan) 50 (presentation)	Varies	Feb. 2 Feb. 23 March 23 April 11 April 18 or April 20
2	<i>Exams (2) (24%)</i>	120 points total 2/60 points each	30 questions	Feb. 16 April 6
3	<i>Reading Quizzes (10%)</i>	50 points total (10 quizzes)	5 questions per quiz	See Schedule
4	<i>Case Studies (9%)</i>	45 points 3/15 points each	Varies	See Schedule
5	<i>In Class Participation (8%):</i> Determined by active participation (verbally or online) in class discussions over class content, videos, and current events.	40		
6	<i>Group Work/Collaboration (5%)</i> (includes individual contribution to group discussion/work during and outside of class)	25		
7	<i>In Class Activities (4%)</i> (includes brief reflections; small group exercises; automated questions, etc.)	20	Varies	

***Specific guidance and grading rubric for each assignment will be posted on Canvas*

GRADING

You are graded on how well you've mastered the material, not solely on how hard work you've worked.

TOTAL POINTS FOR THE CLASS		500
Grade	Percent	Points
A	93-100	465-500
A-	90-92	450-464
B+	87-89	435-449
B	83-86	415-434
B-	80-82	400-414
C+	77-79	385-399
C	73-76	365-384
C-	70-72	350-364
D+	67-69	335-349
D	60-66	300-334
E	Less than 60	299 points or less

Interpretation of assignment grades:

A grades—**excellent work that goes above and beyond the assignment requirements.**

B grades—above average work that meets or surpasses the assignment requirements.

C grades—average work that meets the assignment requirements.

D grades—below average work that fails to meet the assignment requirements or is somehow deficient.

F grades—work that ignores significant parts of the assignment requirements or is plagiarized.

The Family Educational Rights Privacy Act (FERPA) prohibits me from e-mailing any grades, including final grades. Grades will be returned only in class/Carmen.

ASSIGNMENT DESCRIPTIONS

All written assignments should be typed and formatted in Times New Roman 12-point font and double-spaced with one-inch margins. All assignments (both in-class and extended) should be turned in on Canvas only (no hard copy). *Assignments are due at 11:59 p.m. on the designated date unless noted otherwise.*

Group Media Planning Project: The focal point of this course is a semester-long media plan project for an advertising campaign you will create for a selected client. I will put the class into groups of 5-6 students in which you will work collaboratively on this project, as you would in a real-world work environment. The project is a culmination of assignments and divided into five parts, allowing your group to produce a high-quality media plan by the end of the semester.

It is designed to stimulate your creativity, to improve your understanding of concepts and procedures learned in lectures and from readings, and to practice your skills of collecting information, strategically making media planning decisions and effectively crafting the report. To reiterate this point once more, **you will be heavily graded on well you apply what you've learned in class.** You are not to simply regurgitate or repeat information provided in lecture. I do not consider this learning. Instead, demonstrate that you truly understand the course material based on how your group approaches the media plan project. Detailed instructions/rubric for each

step will be provided in class and on Canvas. Individuals' grades are based on (a) peer evaluation, (b) the written report for each step, (c) oral presentation, and (d) the final written report.

Group Oral Presentation: Your group will deliver a 10-12 minute presentation discussing your final media plan at the end of the semester. Presentations will be evaluated over creativity, group cohesiveness, and your group's ability to apply the course content to the project. Additionally, groups will be graded on presentation delivery skills such as using effective eye contact and vocal variation/energy. Do NOT heavily rely on or read slides word-for-word, as this will result in a poor grade for the group.

Peer Evaluations – The ability to be an effective team player, work with different personalities and still produce excellent work for a client is crucial for developing communication campaigns. For this reason, you will evaluate your group members after completing each step in the media plan project. Peer evaluations can have one of three effects on your individual grade: increase, no change, or decrease. Scores for peer evaluations on each step of the media plan give you the opportunity to talk to your group and ensure fair evaluations/grades and even the work distribution.

Exams: Each exam (two in total) will be comprised of multiple-choice, matching, and true/false questions from the text, course readings, and class notes. Exams will be completed using a scantron and must be taken when scheduled. **There are no make-up exams (unless there is an extreme circumstance).** Study guides will be provided to help prepare for the exams.

Reading Quizzes: Primary readings are from the class textbook, *Advertising Media Planning*. You are responsible for the assigned readings. This is critical because I will not simply repeat the book material during lectures. To ensure that you are keeping up with the readings, there will be ten reading quizzes throughout the semester (schedule found at the end of the syllabus). Each quiz will have five questions, worth one point each. **If you know you will be absent on the day there is a reading quiz, you may take it in advance, but not after the due date. However, I will allow you to make up the quiz after the due date for unforeseen, extreme circumstances** (example: illness, family emergency). Please bring documentation if you are sick.

Case Studies/Homework: A total of three case studies/homework assignments will be assigned through out the semester to ensure that you understand the course material. This is also a lower-stake opportunity for you to practice the skills needed to create a high-quality media plan outside of the semester-long project. Case studies are individual assignments; you are not to work on this assignment with anyone in the class.

POLICIES AND EXPECTATIONS

Attendance (TOP HAT): Attendance will be taken through Top Hat, a BYOD (bring your own device) system that is integrated with Carmen. An attendance code will be displayed at the beginning of each class. You will need to enter this code by logging into the Top Hat website or you may text it to a Top Hat attendance number. You will not be able to see the code on your own devices. Again it will only be displayed on the projector.

Attendance is vital and expected at all class sessions, but you may miss three classes without penalty. **For every class you miss beyond three, your grade will be lowered by 1/3 of the overall grade** (e.g., B would become B-, C+ would become C, etc.). University approved absences are exempt from this policy. Absences due to medical concerns will be excused with

appropriate documentation, provided the documentation is submitted *within one week* of the absence. I will NOT accept documentation beyond this point, which will then make the absence unexcused.

Late Assignments Policy: Late assignments and/or extensions are not granted in this class to mimic the fast-paced and sometimes intense work environment and culture of the advertising industry. Everyone is busy and I understand life happens. You may also turn in an assignment early if you know you will be absent from class. However, please do not ask for an extension on any assignment. **Failure to turn in an assignment on time will result in an automatic zero for the grade. No exceptions.**

Note Taking: Please be aware that I do not allow students to take pictures of lectures slides or record lectures during class unless you have proper documentation from the Office of Disability Services.

Email Policies: I ask that students give me 24 hours to respond to emails. I also do not answer emails sent after 8pm until the following day. Please be mindful that you are not the only student I have to reply to and that it takes time to respond to several emails. If you do not hear from me within 48 hours after sending your initial email, you may send me another email.

Classroom Civility: We want to build a positive classroom climate that is comfortable for everyone. It is especially important that we (1) display respect for all members of the classroom, including the instructor and students; (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading the newspaper, doing work for other classes, making/receiving cell phone calls, text messaging, etc.); and (4) avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive learning environment for all concerned. **Cell phones should not be used in class.**

Punctuality: Class begins on time every day to guarantee that all scheduled discussions and activities are completed. You are expected to be punctual. **Furthermore, frequent tardiness can negatively impact your grade.**

In Class Participation: Here is a breakdown of interpretations of the participation grade for this course:

A/A-: Student consistently and actively engages with the class concepts throughout the semester. Answers questions asked during class (verbally or online through Top Hat/Twitter) on a regular basis. Offers examples and new perspectives to the class. Refrains from using websites or social media networking sites not related to class.

B+/B: Student engages with the class concepts and answers questions asked during class (verbally or online through Top Hat/Twitter); however, not throughout the entire semester. Occasionally offers examples and new perspectives to the class. Sometimes uses websites or social media networking sites not related to class.

B-/C+/C: Student sometimes engages with class concepts and answers questions. Rarely offers examples and new perspectives. Frequently on other websites or social media networking sites.

C-/D: Student very rarely engages with class concepts or answers questions. Almost always on other websites or social media networking sites.

F: Student does not engage with class concepts at all. Rarely present in class or very frequently on other websites or social media networking sites.

Note: Simply being present in class **does not** mean you are participating. In other words, do not confuse physical attendance with *active* participation. However, missing class can affect your participation grade, even if the absence is excused. This is different from the attendance policy mentioned in the last page. I cannot give you participation points for a class you missed, as that would not be fair to the other students who attended and **actively participated** in class.

Challenging a Grade (24/7 policy): I am always willing to discuss your grades with you, but I will not do so during class time. Please wait **24 hours** after viewing a grade before you decide to voice your concerns to me. To challenge a grade, you must meet me during office hours or make an appointment within **one week (7 days)** of the assignment being returned to you. Please note that a challenge may result in grades remaining the same, raised or lowered.

Extra Credit: There is a maximum of 15 extra credit points available in this class (there is one exception explained below in which you may be able to earn more points). Extra credit will be applied to the final grade point total. You can earn it in three ways:

- **Activities (5 points):** Participate in an outside class activity identified during the semester (5 points for attending the event/activity). I will announce several events, but you can only attend one for extra credit. Write a 2-paragraph paper about the event (include information about what you learned) and attach proof that you were there (ex: photo of the audience or speaker, copy of the attendance sheet). *Please note you will not receive credit if you do not provide proof.*
- **Research (4 points maximum):** Take part in [School of Communication research](#) (points vary depending upon the rigor/time length of the activity).
- **Weekly Tweets (6 points):** Students should tweet out personal thoughts about newsworthy topics and articles each week. There are a few conditions:
 - 1) Weekly tweets are due by the end of the week. **Use the class hashtag #stratcomm3345** and make sure tweets are not protected because I will not be able to see the content.
 - 2) Participation should be consistent (once every week starting week 2-9, 11-14).
 - *Missing more than one week will make you ineligible from earning all extra credit through Twitter.*
 - 3) You should put some thought into the tweet. Do not simply type, “oh this is very interesting!” or “nice article!” Demonstrate your understanding of how the content relates to class material.

Other extra credit opportunities may be announced toward the end of the semester (but this is not guaranteed).

All extra credit must be reported to me via email by the end of class on April 20.

Letter of Recommendation Policy: Please note that professors are not obligated to write references for any student who asks us. I don't write a letter of recommendation for a student unless I have a positive relationship with the individual and truly know him or her well. Also I reserve letters of recommendation only for students who have excelled academically in the course (minimum of a B+ in the course). If you meet the aforementioned criteria, please give me a minimum 30-day advance notice (there is some flexibility for job references, as those might be requested from prospective employers on a shorter notice). Requests for a letter of recommendation that take place less than 30 days of a graduate school application deadline will not be granted.

Academic Misconduct: Cheating and plagiarism in any form will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3325-23-04) defines academic misconduct as "any activity that tends to compromise the academic integrity of the University, or subvert the educational process" (p. 2). **Examples of academic misconduct include, but are not limited to, plagiarism, collusion (unauthorized collaboration), copying the work of another student, selling notes/papers, uploading notes/papers to study websites (ex: Course Hero) and possession of unauthorized materials during an examination.** Ignorance of the University's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend you review the *Code of Student Conduct*, specifically the sections dealing with academic misconduct at http://studentaffairs.osu.edu/resource_csc.asp.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines you have violated the University's *Code of Student Conduct*, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact me or visit COAM at <http://oaa.osu.edu/coam/home.html>.

Student Sexual Misconduct Policy: Title IX clearly indicates that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. OSU provides confidential assistance for sexual assault victims. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:

OSU Police Division: (614) 292-2121

Sexual Assault Response Network of Central Ohio (SARNCO): (614) 267-7020

OSU Counseling and Consultation Service: 614-292-5766

Title IX Coordinator: Kellie Brennan (614)-247-5838

Writing Center: All students, especially those who have difficulty writing, are encouraged to visit the *OSU Writing Center*. Their web address is <https://cstw.osu.edu/writing-center> and their phone number is 688-5865. The Writing Center offers two kinds of tutorials: 1) Scheduled, 50-minute tutorials in 4120A Smith Lab and 2) Drop-in, 20-minute tutorials at our satellite centers (First floor Thompson Library and 114 Smith-Steeb Residence Hall)

REASONABLE ACCOMMODATION POLICY

Students with disabilities who have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. When possible, documentation should be provided no later than the second week of class. The Office for Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; Phone 292-3307; TDD 292-0901; <http://www.ods.ohio-state.edu>.

DISCLAIMER: The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Carmen if and when any changes occur.

TENTATIVE DAILY SCHEDULE

*Assignments are due on the date listed in parentheses.

Week	Date	Topic and Activity*	Reading(s) Due	Assignment(s) Due**
<i>Part 1: Media Plan Overview and Competitive Analysis</i>				
Week 1	T 1/10	Introduction/Review Syllabus Media Plan Overview		
	R 1/12	Media preplanning and planning	Ch. 1	
Week 2	T 1/17	Market situation and competitive analysis <ul style="list-style-type: none"> • Group assignments • Discuss Step 1 	Ch. 6	Reading Quiz #1 (Ch. 1)
	R 1/19	Client selection/marketing problem identification		Reading Quiz #2 (Ch. 6)
Week 3	T 1/24	New media, New rules: Recent changes in media market		
	R 1/26	Competitor research		<i>Case Study #1 Due (1/26)</i>
<i>Part 2: Media Objectives and Target Audiences</i>				
Week 4	T 1/31	Identifying media objectives	Refer back to Ch. 6	
	R 2/2	Defining the target audience(s)	Ch. 7	Reading Quiz #3 (Ch. 7) <i>Step 1 Due (2/2)</i>
Week 5	T 2/7	Measuring the audience: Basic market research	Ch. 4	Reading Quiz #4 (Ch. 4)
	R 2/9	Advanced audience measurements <ul style="list-style-type: none"> • Discuss Step 2 	Ch. 5	Reading Quiz #5 (Ch. 5)
Week 6	T 2/14	Finalize media objectives/Exam 1 Review		
	R 2/16	Exam 1 (Ch. 1, 4-7)		
Week 7	T 2/21	Step 2 In Class Workshop		
	R 2/23	Weighting and Scheduling	Ch. 8	Reading Quiz #6 (Ch. 8) <i>Step 2 Due (2/23)</i>

Part 3: Media Strategy and Selection

Week 8	T 2/28	Principles of Planning Media Strategy	Ch. 10	Reading Quiz #7 (Ch. 10)
	R 3/2	Selecting Media Classes • Discuss Step 3	Ch. 9	Reading Quiz #8 (Ch. 9)
Week 9	T 3/7	Evaluating and Selecting Media Vehicles	Ch. 11	Reading Quiz #9 (Ch. 11)
	R 3/9	Guest Speaker (tentative)		Case Study #2 Due (3/9)
Week 10	T 3/14	NO CLASS (Spring Break)		
	R 3/16			
Week 11	T 3/21	Media statement strategy development		
	R 3/23	Finalizing media strategies and selections/Step 3 In Class Workshop		Step 3 Due (3/23)

Part 4: Flowchart and Budget

Week 12	T 3/28	Media Costs and Buying • Discuss Step 4	Ch. 12	Reading Quiz #10 (Ch. 12)
	R 3/30	Calculating CPP/CPM • Discuss Final Plan and Presentation		Case Study #3 Due (3/30)
Week 13	T 4/4	Creating a flowchart/Exam 2 Review		
	R 4/6	Exam 2 (Ch. 8-12)		
Week 14	T 4/11	Step 4 In Class Workshop		Step 4 Due (4/11)
	R 4/13	Guest Speaker (tentative)		
Week 15	T 4/18	Final Presentations		
	R 4/20	Final Presentations		
Week 16	T 4/25	Media Plan Feedback		